

# **Localism Success Stories**

## **Corpus Christi Area Broadcasters**

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**Compiled by the Texas Association of Broadcasters – January 2004**

Texas Association of Broadcasters – 502 E. 11<sup>th</sup> St., Suite 200 – Austin, Texas 78701  
Phone (512) 322-9944 – [www.tab.org](http://www.tab.org) – Fax (512) 322-0522



**nccj** The National Conference  
for Community and Justice

*Carol*

**Corpus Christi Region**

4541 Everhart Road  
Suite 4  
Corpus Christi, TX 78411  
Tel 361.814.1329  
Fax 361.814.4049  
corpus@nccj.org  
www.nccj.org

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September 3, 2003

Mr. Dale Remy  
General Manager  
Channel 10  
301 Artesian  
Corpus Christi, TX 78401

Dear Dale:

Thank you for meeting with me yesterday regarding The National Conference for Community and Justice and *Walk As One*. We are so excited that you will be joining us as we bring the community together for a day of unity.

I will contact Carol after the first of October to work with her on the Public Service Announcements. Between now and then, I will also work with my programming staff to develop a list of possible story ideas that you might be interested in covering.

I know that Channel 10 is eager to have a strong team presence at the walk. Once you have nailed down your team captain, please let me know. We will work closely with that person to ensure that they are able to motivate your staff in getting behind this partnership. \* Diane Holland \*

We will produce your logo on both the t-shirts and the brochures. I have already asked Carol for a logo in jpeg format. If you have any restrictions I need to be aware of, please let me know by September 15<sup>th</sup> to ensure I meet any corporate identity requirements.

Thank you again for meeting with Lillian and myself. I am so eager to work with you on this project. If you need anything from us, please do not hesitate to contact us.

Until Minds are Opened,

*Christine Kutnick*  
Christine Kutnick  
Executive Director

cc: John LaRue  
Lillian Riojas

\* Kick off luncheon  
R - Oct. 23<sup>rd</sup>

\* Ortiz Center: John LaRue  
11:45am

Dale - RSVP's \* 3 \*  
(Diane & Carol)

We Open Minds

The National Conference for Community and Justice, founded in 1927 as The National Conference of Christians and Jews, is a human relations organization dedicated to fighting bias, bigotry and racism in America. NCCJ promotes understanding and respect among all races, religions and cultures through advocacy, conflict resolution and education.



January 27, 2003

Carol Rostohar  
Promotions and Public Service Director  
KZTV  
301 Artesian  
Corpus Christi, TX 78401

Dear Carol,

I was very nice to meet with you on Friday, January 24<sup>th</sup>. Thank you again for arranging the meeting with Dale Remy.

I enjoyed and share in your enthusiasm about wanting a long-term meaningful relationship with the community of the coastal bend. What better way to achieve this goal than to team up with the Muscular Dystrophy Association! Together we can have a strong year-around partnership.

Thanks again for your support and kindness.

Sincerely,

Tammy Duncan  
District Director  
MDA-Coastal Bend

CBS 10 KZTV CAROL Rostohar  
Vice President of MDA  
(elected 2003/4)

**Muscular Dystrophy Association**

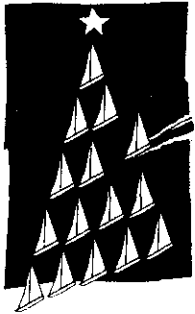
JERRY LEWIS, National Chairman

4838 Holly Road  
Suite 206  
Corpus Christi  
Texas 78411  
361.985.1555  
Fax 985.1559

December 11, 2003

Dear

Carol,



HARBOR  
LIGHTS

CORPUS CHRISTI TEXAS

A special *Thank-You* for sponsoring the 2003 AEP Harbor Lights Festival. Without sponsors like you, we could not continue this 23 year tradition that is still free to the public.

From the pre-event promotion to the grand finale, your contributions made this year's Harbor Lights one of the best!! Once again, thank you for the support. Happy Holidays to you and yours and sincere New Years wishes for a wonderful 2004.

Best regards,

A handwritten signature in black ink, appearing to read 'Elaine Motl'. The signature is fluid and cursive, with a large, sweeping 'E' and a long, horizontal flourish at the end.

Elaine Motl

Executive Director



CORPUS CHRISTI  
CHAMBER OF  
COMMERCE

September 30, 2003

Mr. Dale Remy  
KZTV 10  
301 Artesian  
Corpus Christi, Texas 78401

Dear Mr. Remy:

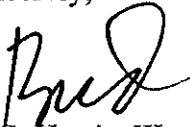
On behalf of the Corpus Christi Chamber of Commerce Board of Directors, I want to thank you for serving as an exhibitor at our 18<sup>th</sup> Annual "Buy the Bay Showcase."

"Building Our Future", this year's Showcase theme exemplified the many positive initiatives going on in our community and set the stage for 120 sponsors and exhibitors to market products and services in order to grow their business. While many businesses and participants have expressed their appreciation for this year's Showcase, we hope that KZTV 10 benefited from the exposure and will realize new business opportunities, which will merit your investment as a Sponsor.

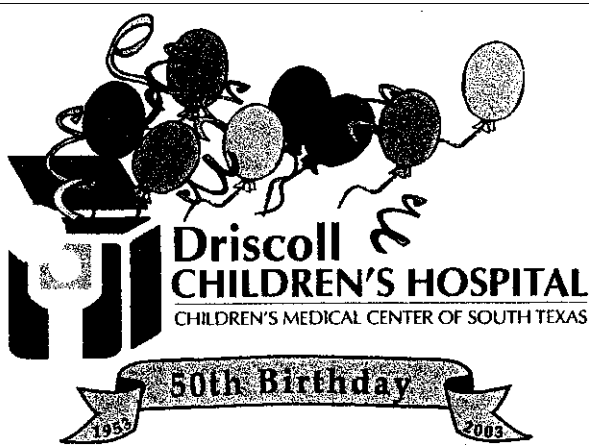
I, also, want to express my appreciation to you for allowing Carol Rostohar and Javier Saenz to serve on the Buy the Bay Showcase Committee. Their hard work, creativity and follow-through paid off as we have received very positive feedback from "Building Our Future" exhibitors and participants.

As the Showcase serves as a function of the Chamber to assist its members expand their business opportunities, we are very interested in your thoughts as to how we can improve the event. Please contact Roxanne Bailey, Director of Support Services, at the Chamber (881-1837) as we will soon begin the planning process for the 19<sup>th</sup> Annual Buy the Bay Showcase on Thursday, September 30, 2004.

Sincerely,

  
L. C. Harris, III  
Chair, Buy the Bay Committee

  
cc: Carol Rostohar / Javier Saenz



May 30, 2003

Ms. Carol Rostohar  
KZTV-TV 10  
P.O. Box TV-10  
Corpus Christi, Texas 78403

Dear Ms. Rostohar:

Thank you for sharing your time with Driscoll Children's Hospital as a participant in the Mini-Internship Program. We were pleased to have you represented in this project.

The Mini-Internship's success undoubtedly stems from interns' wholehearted participation and we are grateful for your interest and insights. Thank you for providing feedback through the debriefing discussion and written evaluations. Your comments and suggestions will be very useful in helping us to improve the program. Please drop us a note if you think of any other future interns to invite to participate in this program.

We thought you would be interested in a few pictures from your day at the hospital. We took the liberty of framing one of the best snapshots for you, but have included photos from the entire program on the CD.

Thank you again for participating in our Mini-Internship Program. If we can ever be of service to you, please give us a call.

Sincerely,

A handwritten signature in cursive script that reads 'Katie'.

Katie Hanners  
Director, Government Relations/Strategic Planning  
Mini-Internship Coordinator

# Coastal Bend Youth City

## Campus, Development & Executive Offices

P.O. Box 268  
Driscoll, TX 78351  
(361) 387-4513  
(361) 387-0995 Fax

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Carlton Weaver

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Gale Garrett, - LMSW, LCCA

February 24, 2003

Mac McDowell  
KZTV Channel 10  
301 Artesian  
Corpus Christi, TX 78401

Dear Mac:

On behalf of the Board of Directors, Staff, and most importantly, the children we serve at Coastal Bend Youth City, I want to thank you for bowling with us on February 15th.

Your participation will help Coastal Bend Youth City continue to carry out its mission "to enable neglected or abused children to succeed as individuals by providing education and counseling services in a nurturing environment."

We are very proud of our agency and like to share our mission. If you would like to tour our campus, need additional information, or I can help you in any way, please feel free to call me at 387-4513 extension 112.

Sincerely,



Debbie Crites  
Development Director



Corpus Christi Caller-Times

# Best of the Best<sup>SM</sup>

CM

Caller-Times

**BEST**  
OF THE BEST

**READERS'  
CHOICE**

Local Sportscaster

**Roland  
Rodriguez**

Selected by Caller-Times' readers  
I hereby certify that the above named  
company was one of the top four  
businesses receiving votes for the  
indicated services in the 2003 "Best of  
the Best" contest conducted by the  
Corpus Christi Caller-Times.  
Awarded for 2003 Services



Steve Arnold, Marketing Director

Date December 14, 2003

**2004**



Corpus Christi Caller Times

# Best of the Best<sup>SM</sup>

CM

Caller Times  
**BEST**  
OF THE BEST

**READERS'  
CHOICE**

Local TV Station

**KZTV**

Selected by Caller-Times' readers  
I hereby certify that the above named  
company was one of the top four  
businesses receiving votes for the  
indicated services in the 2003 "Best of  
the Best" contest conducted by the  
Corpus Christi Caller-Times.  
Awarded for 2003 Services



Steve Arnold, Marketing Director

Date December 14, 2003

**2004**



January 8, 2004

Carol Rostohar  
Promotions and Public Service Director  
CBS 10 KZTV  
301 Artesian  
Corpus Christi, TX 78401

Dear Carol:

When we sent a letter last year thanking you and CBS 10 KZTV for all the help with The Ark Gala held Oct. 22, 2003, it was incomplete.

The letter inadvertently failed to acknowledge CBS 10 KZTV's generous donation of the Siglo Fragata XVIII Sailing Ship, valued at \$250.00, to the Silent Auction held as part of the gala.

Proceeds from CBS 10 KZTV's donation will be used to improve services to our residents, who have been traumatized due to the abuse and neglect they have suffered.

Thank you again for contributing to the success of The Ark Gala. We are blessed to have your support. May the Lord repay you for your benevolence.

Sincerely,

Delma Trejo  
Executive Director/Administrator

*A Non-Profit Community Project*

12960 Leopard St. • Corpus Christi, TX 78410 • 361/241-6566 • Fax 361/241-5279



November 7, 2003

Carol Rostohar  
Promotions and Public Service Director  
CBS 10 KZTV  
301 Artesian  
Corpus Christi, TX 78401

Dear Carol:

Please accept our heartfelt gratitude for your profound kindness to The Ark Assessment Center and Emergency Shelter for Youth. CBS 10 KZTV has our deepest appreciation for having served as a Leopard sponsor of The Ark Gala held Oct. 22, 2003, at the Corpus Christi Country Club.

Thank you for the promotional advertising for The Ark Gala on CBS 10 KZTV. Please convey our appreciation to anyone who may have had a hand in airing the promotional advertising.

Proceeds from The Ark Gala will be used to enhance the quality of services provided to our residents, who have been traumatized due to the abuse and neglect they have suffered.

Carol, thank you also for your assistance with The Ark Gala planning committee.

Enclosed are photographs that we hope you will like.

We are blessed to have your support. May the Lord repay you for your benevolence.

Sincerely,

Delma Trejo  
Executive Director/Administrator

Enclosures

**Carol Rostohar**

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**From:** "Javier Saenz" <javier.saenz@kztv10.com>  
**To:** "Carol Rostohar" <carol.rostohar@kztv10.com>  
**Sent:** Tuesday, September 23, 2003 12:03 PM  
**Subject:** Fw: Bayfest

----- Original Message -----

**From:** [LJSixta@aol.com](mailto:LJSixta@aol.com)  
**To:** [javier.saenz@kztv10.com](mailto:javier.saenz@kztv10.com)  
**Sent:** Tuesday, September 23, 2003 9:21 AM  
**Subject:** Bayfest

Hi Javier,  
I wanted to say thanks again for all your support. We really appreciate it.

Also, I was hoping that you could give me the number of times the promotions ran and the value of that contribution. I would really appreciate it.

Thanks again.

Lynne Sixta  
361-854-8492  
BAYFEST CELL 361 945 2637  
cell 361 947 8492  
Bayfest 2003 on September 19, 20 & 21!  
Check out all the great attractions at Bayfest 2002 [www.bayfesttexas.com](http://www.bayfesttexas.com)

361 854 8492  
361 887-0868  
361 947-8492 (cell)

9/23/2003

**Carol Rostohar**

---

**From:** "Norma Martinez, Managing Editor" <managingeditor@rockportpilot.com>  
**To:** "Carol Rostohar" <carol.rostohar@kztv10.com>  
**Sent:** Thursday, June 19, 2003 11:57 AM  
**Subject:** LAC visit

Carol,

Thank you so much for your help with the LAC Class. We thoroughly enjoyed the tour and the station's new set is AWESOME. A special thank you for the copy of the tape, we showed the interviews at the class graduation that evening and it was a hit.

I hope you received the LAC pens I left you for you, the news director and our interviewer. Thanks again.

Norma Martinez

LAC class facilitator

Managing editor of The Rockport Pilot

6/19/2003



Licensed Franchisee

August 18, 2003

Carol Rostohar  
KZTV-TV  
301 Artesian  
Corpus Christi, TX 78401



Dear Carol,

On behalf of Krispy Kreme Doughnuts, the Glazing Saddles franchise group, and KGBTexas Public Relations/Advertising, we want to thank you for helping us celebrate our grand opening in Corpus Christi.

We appreciate your interest in Krispy Kreme and we thank you for spending some time with us. Thank you for helping to make our opening such a success. It was a pleasure to work with you, and we look forward to visiting with you again at Krispy Kreme Doughnuts!

In glaze we trust,

Randy Willard  
President/CEO  
Glazing Saddles, Ltd.

Duane Teal  
General Manager  
Krispy Kreme Doughnuts

Thank you!!!

Rebecca Espanza

**Glazing Saddles, Ltd.**

1623 Toomey Road, Austin, TX 78704, Tel (512) 473-2783, Fax (512) 473-8684

KZTV TV CH. 10  
301 Artesian Street  
Corpus Christi, TX 78403

Attn: Carol Rostohar

Dear Carol,

We would like to personally thank you for your participation in our vinyl phone book cover promotion this year.

Based on the favorable response we have received from the other sponsors so far, we are sure you will be very pleased. We look forward to working with you again next year.

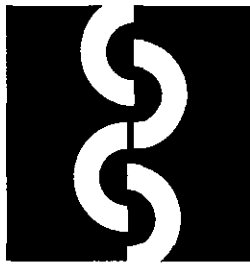
We have done our best to promote KZTV TV CH. 10 in a professional manner as we talked to the local business owners in your area.

Again, thank you and if we can be of any assistance, please feel free to call our office on our toll-free line at 1-800-283-8304.

Sincerely,



Carol Gripshover  
President  
Business Concepts, Inc.



CORPUS CHRISTI  
CHAMBER OF  
COMMERCE

**Thank You! Thank You! Thank You!**

For

all of your contributions in making the Corpus Christi Chamber of Commerce's 18<sup>th</sup> Annual "Buy the Bay Showcase" a success!

Your hard work, creativity, and follow-through paid off...we had 120 sponsors/exhibitors and the feedback we have received has been very positive. This is what one of the exhibitors had to say: "I wanted to thank you for a great time we had at the Buy the Bay Showcase. I met a lot of people and made good leads for business. In my book, this was a success and those who missed out really missed out."

As with any event planning process, you have to deal with surprises, logistical challenges and last minute changes. When the event is over, there are also the thoughts of "the next time I would do it this way." Rather than lose those constructive thoughts, I have one last request. On Thursday, October 16, at 4:00 p.m., we have scheduled a final meeting of the 2003 Buy the Bay Showcase Committee at the Chamber office. The purpose of this meeting will be to assess this year's process and provide some guidance for next year's Committee. Please make every effort to attend this meeting as the Chamber is committed to making this an even better event for our members and the business community.

Again, thank you for all your help!

Sincerely,

L.C. Harris, III  
Chair, Buy the Bay Showcase 2003



## **Carol Rostohar**

---

**From:** <contactus@kztv10.com>  
**To:** <carol.rostohar@kztv10.com>  
**Cc:** <billy.brotherton@kztv10.com>; <annette.dellano@kztv10.com>; <shelly.langham@kztv10.com>; <dennis.thatcher@kztv10.com>; <armando.solis@kztv10.com>; <sherry.lemerond@kztv10.com>; <george.sanders@kztv10.com>; <kent.harrell@kztv10.com>  
**Sent:** Thursday, October 09, 2003 8:38 AM  
**Attach:** untitled-2.htm  
**Subject:** [Fwd: "Starting Over"]

----- Original Message -----

**Subject:** "Starting Over"  
**From:** FRBENSON1@aol.com  
**Date:** Wed, October 8, 2003 1:27 am  
**To:** contactus@kztv10.com

Thank you, thank you, thank you for showing the new reality show "Starting Over" two times a day.

I love this show and I try very hard not to miss it, but; sometimes I have to miss it during the day and it is so great that I can still catch that day's episode that night.

I think it is very progressive that our local KZTV station decided to offer this convenience to their viewers.

Again, thank you!!!!

10/9/2003

# Bayfest<sup>SM</sup>

Set Your Sails For Fun

October 1, 2003

Mr. Javier Sanchez  
KZTV Channel 10  
Fax 882-8553

Dear Javier,

Thank you very much for your support of Bayfest 2003. Your willingness to promote the Michelob Light Stage was invaluable to us. We would not be able to provide such a signature event without your contributions.

I would like to request that you fill out the following information to show the total value of your contribution for our records.

KZTV promotions of the Michelob Light Stage

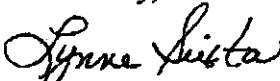
Number of promotions run 140

Total value of the above contribution \$1,242.51

Signature 

Please fax the above information to 887-9773. Again, thank you so much for your support. I look forward to working with you again for Bayfest 2004.

Sincerely,

  
Lynne Sixta  
Marketing Director

**Carol Rostohar**

---

**From:** "Rick Geiter" <marketing@padrestaplesmall.com>  
**To:** "Carol Rostohar" <carol.rostohar@kztv10.com>  
**Sent:** Tuesday, November 25, 2003 6:12 PM  
**Subject:** CBS 10 Promo's - All went well - An email reply from Rick Geiter @ Padre Staples Mall

Miss Carol, I appreciate your willingness to work with me on Santa timing for your promo shoot. Miss Kim and Miss Amber are not only beautiful in appearance but in my conversation with them out at Santa's Surfin' Safari I found them articulate, intelligent and very professional in demeanor. Not that I expected anything less, it's just nice every once in a while to be positively reinforced by one's gut feeling, only having seen them on the air. I will tell you as I told them. Continue the course on the strides that y'all have made. The on-air improvements are slowly catching up to the advertisers wallets and their own investment in their futures. I've put mall money where my mall mouth is and I know, based upon, street buzz, my own professional mall experiences that despite a miss-step or two the course that is set is true. Safe harbors are around the corner even with turbulent waters ahead.

I hope you are pleased with the footage shot. Let me know anytime y'all want to come back during the holidays or after!

PS - I had a great chat with Fred Beck talking sports and guy stuff. You've got some great people there! My best to ?Shelly Langham, Dale Remy, and anyone else there that cares!

HAPPY THANKSGIVING EVERYONE!

Rick Geiter, CMD  
Marketing Director  
Padre Staples Mall

marketing@padrestaplesmall.com  
361.991.3755 Mall Ofc  
361.993.5631 Mall Fax

-----Original Message-----

[mailto:carol.rostohar@kztv10.com]

**Sent:** Tuesday, November 25, 2003 9:05 AM

**To:** Rick Geiter

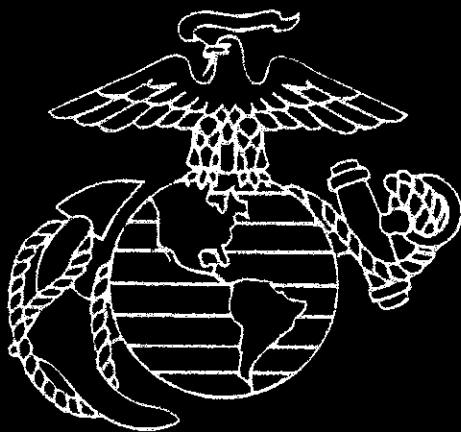
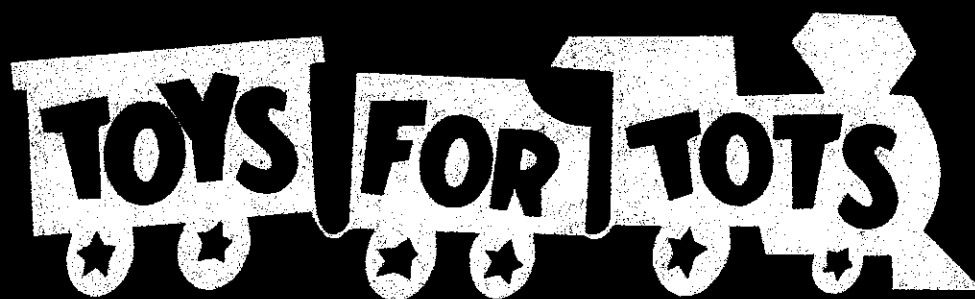
**Subject:** CBS 10 Promo's

Good Morning Rick -

Just to let you know - it looks like we will have 3 or 4 of our on air personalities out at the Mall today at about 1pm to shoot some Toys For Tots / Holiday Promo's - as you mentioned we will shoot center court as long as there is a Toys For Tots bin. Can one be placed near the Christmas Tree and or holiday decorations? The Marines are stretched thin due to event coverage so it looks like there won't be any there when we are. I will check upstairs however as well. I spoke with the two coordinators yesterday so they all know we will be there too.

If we are still there when Santa returns from lunch we'd love for him to say "Happy Holidays" as well along with other passer by's....

1/15/2004



**Carol Rostohar**

*Thank You For Your Generous  
Support Of The  
United States Marine Corps Reserve  
2002 Toys For Tots*

KZTV Channel 10 May 9, 2003  
Assignments Editor

I would like to extend my thanks and gratitude on behalf of our Ombudsman Program's "Tough Enough To Care" for all the coverage your station has given us. We have received telephone calls from interested people seeking volunteer opportunities and Ombudsman Services.

Sincerely,  
Diana De Leon



Thank you for your  
Contribution to The CC BPW  
Yearly Fundraiser.

Because of your help and  
others in our community we  
were able to raise funds  
for scholarships and charities  
in the community.

Grandis Lenker  
Chairperson

Anita Elliott  
Co-Chair

Carol,

I want to thank you and Channel 10 for all the support you're giving us with the Military Services PSAs.

We appreciate always being able to count on you to help us get the Red Cross message out.

Thanks again!

P.S.  
I hope your finger heals quickly!

Shelley Parks

**As we give thanks this holiday season  
for the many accomplishments of the year,  
we are grateful for the commitment you have shown to  
Texas A&M University-Corpus Christi  
and for your generous support of our programs and students.**

**May you and your family enjoy a bountiful Thanksgiving.**

Trent Hill  
Vice President for Institutional Advancement  
Texas A&M University-Corpus Christi





Texas State Aquarium

Monika K. De La Garza  
Public Relations Manager

2710 North Shoreline  
Corpus Christi, Texas 78402  
(361) 881-1321  
Fax (361) 881-1257  
monika@txstateaq.org  
texasstateaquarium.org

Dear Mr. Kennedy, 31 of January, 2001

A big "Thank you" to you and KZTV-10 for helping make "Dollar Day" at the Texas State Aquarium. Truly successful!

Over 9,000 people had a wonderful opportunity to see what makes the Aquarium so special - education, Conservation, and wildlife rehabilitation.

Muchas Gracias!

Monika K. De La Garza